

# KAUR announces new direction, considers Internet possibilities

By Erin Mangan  
Mirror Co-Editor in Chief

Lacking widespread student interest and involvement, KAUR (89.1 FM), the college's radio station, has been seeking a new game plan recently.

After nearly a year of research, the college has decided to shut down KAUR in its current form.

On Sept. 8, Augustana College and Minnesota Public Radio announced that MPR news will begin broadcasting on KAUR 89.1. Augustana will own the station, and MPR will provide day-to-day programming and the costs of operations.

"We are pleased that MPR is bringing quality public news programming to Sioux Falls," Bob Preloger, vice president of marketing and communications, said. "For some time we have been of the belief that KAUR was an underutilized asset of the college and feel MPR news programming will be the best fit for KAUR to contribute to our community."

KAUR was struggling to meet the standards of its own DJ manual. The DJ manual's philosophy reads, "KAUR is licensed by the Federal Communications Commission (FCC) to serve the Sioux Falls area. This means that the station must be responsive to the needs and interests of the entire community, including Augustana College. Because of this, the station management has planned an air schedule that will meet the needs of the public for news, service, and entertainment. In every sense, KAUR is a real radio station, competing with all other broadcast stations for listeners."



KAUR Logo

Graphic Submitted By Tom Prochazka

Kristi Booth, MPR's Regional Network Director, said MPR has long known of KAUR and expressed interest in collaborating with the college if it considered other programming options.

"In parts of Sioux Falls, listeners can pick up MPR News from KNSW 91.7 FM from Worthington, Minn.," Booth said. "We know our audience in Sioux Falls will appreciate the better signal and access to MPR news programming 24/7."

Classical Minnesota Public Radio is currently heard in the Sioux Falls area on KRSD 88.1 FM. MPR owns KRSD, and Augustana College allows MPR to keep its KRSD transmitter equipment at the college.

Augustana has decided, after looking into Internet streaming, that the challenges are too great at this time.

"This does not mean that we do not support students finding ways to stream KAUR in their own ways out of the question," Braun said.

According to Augustana alumni Tom Prochazka, the station's student manager for the last couple years, Internet streaming is not that hard to accomplish.

"The worst part is having to submit charts for royalty payments (but we have already

been submitting play charts weekly so it would not be very hard to add another email address to the submission form) and make royalty payments," Prochazka said. "If we were to cap listenership at a little over 200 people, we would remain in the minimum monthly hours category and pay only the 'minimum fee' for royalties."

"Physically, the campus is capable of streaming, with the addition of only a few more wires and the click of a few more buttons, assuming the internet port has been fixed, which is the main reason why they aren't streaming already," he said.

Sophomore Jessica Haugo, the new music director of KAUR, is currently drumming up student support and discussing the on-line options with administration.

"I have met with some students and will continue to meet with some to figure out how we want to approach the online opportunity and what we want to do to get others interested, too," Haugo said. "Online streaming is a smart move because not very many students have a radio in their room, but most everyone has a computer, so basically anything on the Internet should go over well."

## New I.D. system proves favorable

By Sigrid Wald  
Mirror Staff Writer

Augustana College recently decided to switch to NuVision, a more cost-efficient system that manufactures the student I.D. cards, and to add another program of food service known as Viking Bucks.

This program is a balance account that will allow students to use their school I.D. cards on and off campus at certain participating merchants.

"We've been talking to the dining services for quite a while about starting a program like this," said Dean of Students Jim Bies. "We felt it would be good to help students have a variety of dining options when they go off campus. This spring we were finally ready to go with it."

Because the program was approved so late into the year, the school was unable to kick off the program like they had wanted.

"We had hoped to have more merchants participating, as well as more advertising done so students would have a better understanding of the program," Bies said.

Still, student reaction to the new Viking Bucks has been positive.

"I like it because you already have to have your I.D. on you anyways, and it's so much easier then carrying cash," freshman Erin Schoenbeck said.

Augustana is working with Off Campus Solutions (OCS), the company that partners with the school to encourage merchants to participate, and is hoping to find other restaurants and businesses that are willing to join the program in the near future.

"We've had a good response, not overwhelming, but good," Jen O'Brien, owner of the Pickle Barrel, said. "I think it's a great program for students and businesses alike, and I'm sure over time it will pick up a bit."

Though there has been a good reaction to the Viking Bucks, switching to a new company has caused a few minor setbacks along the way.

"We are one in three schools across the nation that are working with two different companies that deal with student I.D. cards," Bies said. "Both companies are innovative and cutting edge and great to work with; the only thing is that every student had to get a new I.D."

Students must go in and replace their previous I.D.s roughly around the end of October.

## H1N1

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shot early in order to make room for the H1N1 vaccine, which will arrive in October.

Dean of Students Jim Bies is in charge of monitoring the flu on campus.

One preventative measure Bies recommends is the upkeep of personal hygiene.

"Flu prevention is about making wise decisions and being concerned about not infecting others," he said.

One such "wise decision" that the school is trying to promote is being able to decide when and when not to go to class. Both students and professors have been urged to remain at home when displaying symptoms.

Many professors have also become less strict concerning their attendance policies. "Professors have been put on heightened sensitivity to ensure that students are

### H1N1 Prevention

- Wash hands frequently
- Avoid touching your eyes, nose or mouth
- Remember that the virus can survive on a surface 2-8 hours after it has been deposited
- Stay home if you display flu-like symptoms for at least seven days

Information from Student Health Services

not attending classes while sick," Bies said.

But, according to Bies, the easiest and surest way to prevent the flu is to get the flu shot.

Student reactions to this advice are mixed. "I am definitely getting the shot," sophomore Kayla Straub said.

Others, like fellow sophomore Kaylee Blondo, are not so sure. "I don't really feel like it is neces-

sary," she said.

Most, however, seem to be heeding this advice. The campus has already seen record numbers of students receiving the seasonal flu shot, and Bies hopes that this will be mirrored in the H1N1 shot, which will be available on Oct. 20.

"Please, please, please get the flu shot," Bies said. "I can't recommend it enough."

## Musharraf

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speaker is and what threats are issued for that speaker," Tupper said. "For Musharraf, there is obviously a concern."

Tupper has been working with local authorities, the state department and the Pakistani government for the last month to ensure security for both the speaker and the audience.

Both Thompson and Tupper said they have heard little concern about Musharraf's presence on campus, despite the controversy surrounding him. Thompson said he has personally received one e-mail with a question about the event.

"We've just never had anyone like this," Thompson said. "And that, of course, is the point of the forum - to ask questions and challenge [the speakers]."

Vice president of marketing and communications Bob Preloger is excited about the exposure Musharraf will bring to Augustana.

"It sheds a great light on us," Preloger said. "Having this kind of a speaker really is consistent with the college's stated objective to be the center of all things intellectual, cultural and political."

The Boe Forum was estab-

lished by former S.D. Gov. Nils Boe and his sisters Borghild Boe and Lois Boe Hyslop, who donated a trust fund to give the college opportunities to invite regional, national and international public figures to speak on campus.

Thompson said one of the goals of the forum is to eliminate "presupposition about [the speaker]."

Preloger agreed with this idea and believes everyone who attends the forum will benefit from hearing Musharraf speak.

"We're here to abolish ignorance," he said. "You've got to find the answers for yourself. We owe our students these experiences."

Braun also saw valid reasons for inviting Musharraf to speak at Augustana.

"I'm a firm believer in free speech and more speech," he said. "It's what this country was built on, and it will be a scary day for Augie when we don't allow these voices to be heard."

Tickets for the Boe Forum are required but free to students and the public. Tickets may be obtained online at [www.augietickets.com](http://www.augietickets.com), or in person at the Center for Western Studies. The forum begins at 7:30 p.m., at the Elmen Center.